

Abstract

The bachelor thesis Use of new media in football club communication, shows the ways how to use new media and social media in sports marketing and sports communication, specifically in the field of football club communication. Its main goal is to show the phenomenon of new media in sport. After that on the basis of content analysis and interviews to evaluate how the six selected football clubs from the top Czech football league Synot liga communicate, how they take advantage of new media and whether they use their potential. An integral part of the work is the communication recommendation for each analyzed football club. The goal of this thesis is also to design an ideal model of how the Czech professional football club should communicate and how should exploit the new media, which is proposed at the end of this thesis. The theoretical framework describes the problems of sports communication and sports marketing, and shows the possibilities of using new media in communication on specific cases from foreign professional football leagues.